

United Way of Tri-County  
Comprehensive Service Contract Draft Proposal For  
Mass211

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**Forward:** After careful review of the action items necessary to implement 211 in Massachusetts by July 1, 2006 it has become apparent that we need significant assistance to make it happen. Additionally, after July 1, 2006 we will need competent daily oversight and management of the system as per our business plan and budget. The likelihood that we will be able to secure appropriate, comprehensive management in the time frame before us is slim at best. As a result the United Way of Tri-County proposes the following to ensure that Mass211 is launched and managed in a way acceptable to both COMUW and MAIRS.

**General Proposal:** That the United Way of Tri-County provide comprehensive, management, financial and marketing services on behalf of Mass211 for the three year period covered by the contract with the Medical Foundation of Boston.

**Specifically:**

- Daily management and interfacing with the MFB on behalf of the Mass211 Board
- Providing a business location home for Mass211
- Management of external relationships with DTE, EOHHS, UWA, COMUW, MAIRS and the Legislature
- Staffing and support of the Mass211 Board
- Hosting of all meetings
- Financial oversight and management
- Receivable and payable functions
- Collection of quarterly support from COMUW members
- Annual Audit as required by law
- Provide legal address for Mass211
- Mail and correspondence service
- Marketing and Media service including the limited design and production of required Mass211 materials and media relations
- Providing an e-mail address for Mass211
- Phone & voicemail service
- Limited Grant writing services

**Cost:** The UWTC will provide the aforementioned services for a fee of \$70,000 annually.

**Note:** important and immediate discussion regarding Verizon start-up costs, Pre-start-up database updating and DTE final approval are central to implementation.

**Commitment:** The UWTC is committed to seeing Mass211 become a successful service delivery program for the Commonwealth of Massachusetts and the United Way System and for these reasons is willing to take on said responsibilities.

**Timeline:** we envision this agreement if approved commencing on March 1, 2006

Respectfully submitted,

Paul Mina  
President & CPO  
February 15, 2006

Agreed Hereby on this 27<sup>th</sup> Day of March 2006

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Diane Franz, Chairperson Mass211 Inc.

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Paul L. Mina, President & CPO UWTC